

DPW Conference Room, 275 Old Lancaster Road

Task Force Members Present: John Beeler (COA), Pat Brown (Selectman), Jim Marotta (Park & Rec Commission), Jose Garcia-Meitin (Fincom), Chris Morely (At-Large), Jack Ryan (COA)

Staff: Jim Kelly (Facilities Director), Deb Galloway (SC Director), Kayla McNamara (P&R Director).

Absent: Lisa Kouchakdjian (School Committee), Brian Semple (Fincom), Richard Tinsley (School Committee).

Also Attending: Julie Harrington (P&R), Carolyn Markuson (Secretary), Kevin Sugermeier (P&R), Amy Unckless (COA), Leon Younger (Consultant, Pros* Consulting).

Members of the Evaluation team appointed by the Town Manager: Mr. Beeler, Mr. Marotta and Mr. Morley (non-staff); Mr. Kelly, Ms. Galloway, and Ms. McNamara (staff).

Meeting was called to order at 7:03 by Ms. Brown (Chair).

Introduction of and discussion with the Consultant.

Mr. Marotta introduced Mr. Leon Younger (Pros* Consulting), who submitted the winning RFP response. Mr. Younger spoke of his firm's credentials, past projects, and familiarity with P&R as well as Senior Center clients. His organization has been working in the field since 1973 sometimes as Director of Park Systems (Kansas), as well as various experiences over 23 years in 48 states. Discussion arose regarding Pros* Consulting's specific experiences with Senior Center Programs. Mr. Younger detailed projects he had worked on where both facets of the programs were included (P&R and Senior Center facilities). Work has included strategic plan development, feasibility studies, maintenance programs and business plans. Four current projects are in play now. Mr. Beeler voiced concern regarding how information from the earlier BH+A analysis will be used to contribute to a solution, and how to maintain highly functional programs during the transition to new facility/facilities. He had additional questions regarding the trade-offs between renovation and rebuilding, with maintaining traffic/access for both groups a concern. He also raised a concern about the need to keep salaried employees working through the transition.

Ms. Brown asked the consultant, "What do you need from us"? Mr. Younger shared a proposed Project Plan with the group (later determined to be revised and distributed). The plan includes determining what is feasible for the Town of Sudbury, what is needed to meet community needs (now and future), operational requirements, financial commitments that are sustainable in the long-term, and what will be supported by the citizens to make it work.

Mr. Ryan spoke of the requirement for Town Meeting approval for community center funding either by override or other means, and distinguished community needs from the user needs for two specific user groups--Park & Recreation and seniors. As a representative of the Council on Aging, he stressed factoring in the growing senior population and the requirement to provide programs to meet their intellectual, physical, recreational, and social needs as well as satisfying all town stakeholders. Ms. Brown summarized the expectation for the plan to meet user needs in a way that is sustainable over time with an acceptable and known capital and operating cost. In contrast, Mr. Ryan expects the consultant to offer multiple plans citing facility/facilities needs (renovations/new construction options), possibilities for program expansion/shrinkage, and show the financial implications of multiple plans so the town can make an informed choice. He believes that information (known capital and operational expenses) is needed to inform the town of what it can get and for how much. Factors to consider include: capacity understanding, types of programs offered and what can/will change, an expectation that key stakeholders will be multigenerational and hold a shared vision.

Mr. Younger distributed the consultants' process document. The consultants will develop a shared vision of program space among the user groups, and will engage in one-on-one phone interviews with community leaders. They are looking at the market for similar services in the area.

Mr. Younger noted that 70% usage of a facility is average. This will give us an idea of what level of programming we can offer using a specific design, and what revenues we could expect to realize. He will distribute through the Town both print and electronic versions of a survey to learn what residents want the community center to provide and what they are willing to pay for it. He indicated that the consultants will analyze the survey data in order to know how the town feels about things and go on from there. He anticipates a four-month window with the survey out in early November and a report back to the town in January. It was also recommended that the current and projected demographic data be included even though future projections can be wrong. The Committee scheduled a December 6, 2017 meeting to hear the results of the surveys and data collection.

The contact person for questions etc. will be Mr. Kelly (DPW).

Mr. Younger said that the "Our challenge is to make every space as functional and useful as possible. Everyone has ownership." ‘

Additional commentary:

Unlike for school building projects such as the high school, there are no state funds available for building the community center..

How should Fincom be provided with progress reports leading up to January? Mr. Garcia-Meitin would like to know if the previous plan (BH+A) was realistic, took into account a cautious revenue stream, reflected realistic capital and operating costs rather than a "rosy portrayal" of what is proposed, what effect will growth present, and what would it cost/require to guide the design and recommendations.

Previous experiences with Town Meeting may mean several passes.

The Project will need serious marketing. Mr. Younger noted he would assist the development of a broad marketing program for the resultant plan.

Services to be provided by the consultant noted in discussion include: identify core essentials, how to connect each activity to population changes and fluctuations, what are the new trends in physical activities that need to be incorporated, as well as new trends in senior services. Who will generate options and scenarios?

Preferred format of the survey is Excel. The survey should be available through the public library, social media websites, P&R and Senior Center websites, Facebook, as well in print to encourage responses from as wide a public sector as possible. Data analysis will be done by the consultant. Mr. Marotta noted that the Task Force will determine whether one or multiple options will be supported and brought to Town Meeting, but that bringing a single proposal to Town Meeting would avoid confusion.

The Task Force will meet with the consultant to discuss the survey analysis and further status at 7 pm on December 6.. Ms. Brown asked for suggestions for potential meeting dates to be on Thursdays. Some discussion was given to reducing the size of the Task Force Committee.

Vote to accept the Minutes of April 20, 2017. Passed.

Meeting adjourned on motion of Mr. Beeler, seconded by Mr. Morley.

Respectfully submitted,

Carolyn Markuson (Secretary)